

SEF step: Arrival preparation

What should be the outcome of the solution: More loyal customers returning to the dealership

KPIs: Revenue, Q2. Ease of booking your appointment, Q3d. Making you feel welcome & valued

What do you need (tools): DMS (first date of registration, mileage, customer contact data), Letter, Tel. Script, Phone

Who do you need: Service Manager, Service Assistant

How to:

Step 1: Run a monthly report to identify vehicles that need a service in 4 weeks time.

Step 2: Create contact list with service due date, model and VIN.

Step 3: Task reception to send postcard to all customers reminding and inviting them to call and make an appointment.

Step 4: For the following 3 weeks continually check appointments made against the VINs.

Step 5: Design and use a script to follow for the phone call.

Step 6: Task reception to call all customers that have not made an appointment by the end of the 3rd week.

Step 7: In the period following the service due dates check VINs from list against invoices to report how many customers realised the appointment and how much did they spend.

Step 8: Measure this against the cost (calls and stamps) and time spent, to determine the profitability of the action.

Step 9: Continually follow this process every week/month.

EXAMPLE TELEPHONE SCRIPT WHERE THE CUSTOMER STILL OWNS THE VEHICLE

Good morning/afternoon, My name is [XXX] and I am ringing from [*full dealer name*]. May I speak to Mr/Ms./Mrs [*customer first and last name*]?

➔ Customer is already on the phone

Mr/Ms./Mrs [*customer first and last name*] do you still own the [*make and model*]?

➔ Customer answers YES

Oh that is good, I am ringing to remind you that your car needs a [X] year service in the next 2 weeks otherwise there is a risk that something might go wrong and you may have a breakdown and there might be a negative effect on your warranty.

➔ Customer says “oh, I didn’t realise”

Well I can offer to make an appointment for you right now if you are okay with that? We can arrange a date and time that suits you and the cost of the [X] year service will be [*use the menu price to inform the customer*].

Would you like to do that?

➔ Customer says “yes please!”

Use the JLR telephone script and SEF appointment process content to now make the appointment for the customer.

